

Rep Order# 8842244 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 36954

Printed: 08/13/2012 11:39 AM
Last Received: 08/13/2012 11:32 AM
Showing Buylines: All Lines

1 of 10

Station KLAS-TV LAS VEGAS
Advertiser () HELLER, DEAN
Product HELLER/SENATE/REP
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SERVICES
3299 K STRETT NW, SUITE 200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/03/2012 - 10/09/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

DEAN HELLER FOR US SENATE *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

DEBORAH
PLEASE SEE REVISION TO LINES 1-6,9-12,15-18,21-28,33,34,
36-39,41-44,46,48,50-52,55,58,59 & 61-65...
ADD LINES 66 & 67 TO SCHEDULE...
REVISED ORDER TOTAL IS \$92605/ 113 SPOTS
PLEASE CONFIRM
THANKS
GREG

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	W-F	5A-6A		:30	\$225.00	10/03-10/05	2	1	2	\$450.00	
				Buyline Comment: 5A NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*2	M-TU	5A-6A		:30	\$225.00	10/08-10/09	3	1	3	\$675.00	
				Buyline Comment: 5A NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*3	W-F	6A-7A		:30	\$275.00	10/03-10/05	2	1	2	\$550.00	
				Buyline Comment: 6A NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*4	M-TU	6A-7A		:30	\$275.00	10/08-10/09	3	1	3	\$825.00	
				Buyline Comment: 6A NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*5	W-F	7A-9A		:30	\$200.00	10/03-10/05	2	1	2	\$400.00	
				Buyline Comment: EARLY SHOW								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*6	M-TU	7A-9A		:30	\$200.00	10/08-10/09	3	1	3	\$600.00	
				Buyline Comment: EARLY SHOW								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	7	W-F	9A-10A		:30	\$275.00	10/03-10/05	3	1	3	\$825.00	
				Buyline Comment: LIVE WITH KELLY								
	8	M-TU	9A-10A		:30	\$275.00	10/08-10/09	2	1	2	\$550.00	
				Buyline Comment: LIVE WITH KELLY								
	*9	W-F	10A-11A		:30	\$450.00	10/03-10/05	0	0	0	\$0.00	
				Buyline Comment: PRICE IS RIGHT								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*10	M-TU	10A-11A		:30	\$450.00	10/08-10/09	0	0	0	\$0.00	
				Buyline Comment: PRICE IS RIGHT								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*11	W-F	11A-12P		:30	\$550.00	10/03-10/05	1	1	1	\$550.00	
				Buyline Comment: YOUNG&RESTLESS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*12	M-TU	11A-12P		:30	\$550.00	10/08-10/09	1	1	1	\$550.00	
				Buyline Comment: YOUNG&RESTLESS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	13	W-F	12P-1230P		:30	\$325.00	10/03-10/05	3	1	3	\$975.00	
				Buyline Comment: NOON NEWS								
	14	M-TU	12P-1230P		:30	\$325.00	10/08-10/09	2	1	2	\$650.00	
				Buyline Comment: NOON NEWS								
	*15	W-F	1230P-2P		:30	\$350.00	10/03-10/05	1	1	1	\$350.00	
				Buyline Comment: BOLD/LET'S MAKE								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*16	M-TU	1230P-2P		:30	\$350.00	10/08-10/09	1	1	1	\$350.00	
				Buyline Comment: BOLD/LET'S MAKE								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*17	W-F	2P-3P		:30	\$350.00	10/03-10/05	1	1	1	\$350.00	
				Buyline Comment: TALK								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*18	M-TU	2P-3P		:30	\$350.00	10/08-10/09	1	1	1	\$350.00	
				Buyline Comment: TALK								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	19	W-F	3P-4P		:30	\$425.00	10/03-10/05	4	1	4	\$1,700.00	
				Buyline Comment: ELLEN								

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	20	M-TU	3P-4P		:30	\$425.00	10/08-10/09	2	1	2	\$850.00	
				Buyline Comment: ELLEN								
	*21	W-F	430P-430P		:30	\$450.00	10/03-10/05	6	1	6	\$2,700.00	
				Buyline Comment: 430P NEWS								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*22	M-TU	430P-5P		:30	\$450.00	10/08-10/09	4	1	4	\$1,800.00	
				Buyline Comment: 430P NEWS								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*23	W-F	5P-630P		:30	\$500.00	10/03-10/05	7	1	7	\$3,500.00	
				Buyline Comment: 5P NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*24	M-TU	5P-630P		:30	\$500.00	10/08-10/09	5	1	5	\$2,500.00	
				Buyline Comment: 5P NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*25	W-F	630P-7P		:30	\$325.00	10/03-10/05	3	1	3	\$975.00	
				Buyline Comment: INSIDE EDITION								
				Sales Remark: V3 REVISION								
				V3 Program Name Change, Comment Changed								
	*26	M-TU	630P-7P		:30	\$325.00	10/08-10/09	2	1	2	\$650.00	
				Buyline Comment: INSIDE EDITION								
				Sales Remark: V3 REVISION								
				V3 Program Name Change, Comment Changed								

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*27	W-F	7P-8P		:30	\$350.00	10/03-10/05	3	1	3	\$1,050.00	
				Buyline Comment: ET/INSIDE ED								
				Sales Remark: V3 REVISION.								
				V3 More than 2 codes changed								
	*28	M-TU	7P-8P		:30	\$350.00	10/08-10/09	3	1	3	\$1,050.00	
				Buyline Comment: ET/INSIDE ED								
				Sales Remark: V3 REVISION.								
				V3 More than 2 codes changed								
	29	W-F	11P-1135P		:30	\$600.00	10/03-10/05	3	1	3	\$1,800.00	
				Buyline Comment: 11P NEWS								
	30	M-TU	11P-1135P		:30	\$600.00	10/08-10/09	2	1	2	\$1,200.00	
				Buyline Comment: 11P NEWS								
	31	W-F	1135P-1235A		:30	\$275.00	10/03-10/05	3	1	3	\$825.00	
				Buyline Comment: LETTERMAN								
	32	M-TU	1135P-1235A		:30	\$275.00	10/08-10/09	2	1	2	\$550.00	
				Buyline Comment: LETTERMAN								
	*33	M	8P-9P		:30	\$1,800.00	10/08-10/08	0	0	0	\$0.00	
				Buyline Comment: MOTHER/BROKE								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*34	M	9P-10P		:30	\$2,500.00	10/08-10/08	0	0	0	\$0.00	
				Buyline Comment: 2.5MEN/MIKE								
				Sales Remark: V3 REVISION								
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---	---	---	---	-----	---	---	---	---	---	---	---	---
	35	M	10P-11P		:30	\$2,100.00	10/08-10/08	1	1	1	\$2,100.00	
				Buyline Comment: HAWAII 5-0								
	*36	TU	8P-9P		:30	\$2,100.00	10/09-10/09	1	1	1	\$2,100.00	
				Buyline Comment: NCIS-C//NCIS:L								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*37	TU	9P-10P		:30	\$2,100.00	10/09-10/09	1	1	1	\$2,100.00	
				Buyline Comment: NCIS:L//NCIS 9								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*38	TU	10P-11P		:30	\$1,700.00	10/09-10/09	1	1	1	\$1,700.00	
				Buyline Comment: VEGAS								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*39	W	8P-9P		:30	\$7,700.00	10/03-10/03	1	1	1	\$7,700.00	
				Buyline Comment: SURVIVOR								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	40	W	9P-10P		:30	\$2,500.00	10/03-10/03	1	1	1	\$2,500.00	
				Buyline Comment: CRIMINAL MINDS								
	*41	TH	8P-9P		:30	\$2,100.00	10/04-10/04	1	1	1	\$2,100.00	
				Buyline Comment: BANG/RULES								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*42	TH	9P-10P		:30	\$2,100.00	10/04-10/04	0	0	0	\$0.00	
				Buyline Comment: CBS COMEDIES								
				Sales Remark: V3 CANCEL								
				V3 Comment Changed, Spots/week Changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*43	TH	10P-11P		:30	\$2,200.00	10/04-10/04	1	1	1	\$2,200.00	
				Buyline Comment: ELEMENTARY								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*44	TH	9P-10P		:30	\$1,500.00	10/04-10/04	0	0	0	\$0.00	
				Buyline Comment: MENTALIST								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	45	F	10P-11P		:30	\$1,600.00	10/05-10/05	1	1	1	\$1,600.00	
				Buyline Comment: BLUE BLOODS								
	*46	SA-SU	11P-1135P		:30	\$400.00	10/06-10/07	2	1	2	\$800.00	
				Buyline Comment: 11P NEWS WKD								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	47	SA	5A-7A		:30	\$95.00	10/06-10/06	1	1	1	\$95.00	
				Buyline Comment: CBS SAT AM								
	*48	SA	1230P-4P		:30	\$300.00	10/06-10/06	2	1	2	\$600.00	
				Buyline Comment: SEC FOOTBALL								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	49	SA	5P-7P		:30	\$225.00	10/06-10/06	1	1	1	\$225.00	
				Buyline Comment: WKND NEWS								
	*50	SA	8P-10P		:30	\$500.00	10/06-10/06	1	1	1	\$500.00	
				Buyline Comment: KLAS MOVIE								
				Sales Remark: V3 REVISION								
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	*51	SA	9P-10P		:30	\$550.00	10/06-10/06	0	0	0	\$0.00	
				Buyline Comment: CRIMETIME								
				Sales Remark: V3 CANCEL								
				V3 Comment Changed, Spots/week Changed								
	*52	SA	10P-11P		:30	\$6,000.00	10/06-10/06	1	1	1	\$6,000.00	
				Buyline Comment: 48HR MYSTERY								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	53	SU	5A-6A		:30	\$85.00	10/07-10/07	1	1	1	\$85.00	
				Buyline Comment: EYE WASH/WSJ								
	54	SU	6A-630A		:30	\$150.00	10/07-10/07	1	1	1	\$150.00	
				Buyline Comment: NEWS								
	*55	SU	630A-8A		:30	\$1,225.00	10/07-10/07	1	1	1	\$1,225.00	
				Buyline Comment: CBS SUN MORNING								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	56	SU	8A-830A		:30	\$350.00	10/07-10/07	1	1	1	\$350.00	
				Buyline Comment: 8A NEWS								
	57	SU	830A-930A		:30	\$400.00	10/07-10/07	1	1	1	\$400.00	
				Buyline Comment: FACE THE NATION								
	*58	SU	930A-10A		:30	\$175.00	10/07-10/07	0	0	0	\$0.00	
				Buyline Comment: MORNING NEWS								
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	*59	SU	10A-1P		:30	\$1,800.00	10/07-10/07	2	1	2	\$3,600.00	
				Buyline Comment: NFL 10A								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	60	SU	1P-4P		:30	\$1,800.00	10/07-10/07	2	1	2	\$3,600.00	
				Buyline Comment: NFL 1P								
	*61	SU	5P-7P		:30	\$250.00	10/07-10/07	1	1	1	\$250.00	
				Buyline Comment: 5P NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	62	SU	7P-8P		:30	\$1,500.00	10/07-10/07	1	1	1	\$1,500.00	
				Buyline Comment: 60 MIN								
	*63	SU	8P-9P		:30	\$7,350.00	10/07-10/07	1	1	1	\$7,350.00	
				Buyline Comment: AMAZING RACE								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*64	SU	9P-10P		:30	\$1,600.00	10/07-10/07	1	1	1	\$1,600.00	
				Buyline Comment: GOOD WIFE								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*65	SU	10P-11P		:30	\$2,000.00	10/07-10/07	1	1	1	\$2,000.00	
				Buyline Comment: THE MENTALIST								
				Sales Remark: V3 REVISION.								
				V3 More than 2 codes changed								
	*66	W	10P-11P	CSI	:30	\$8,000.00	10/03-10/03	1	1	1	\$8,000.00	
				Sales Remark: V3 ADD TO SKED								
				V3 Added								

Rep Order# 8842244 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 36954

Printed: 08/13/2012 11:39 AM
Last Received: 08/13/2012 11:32 AM
Showing Buylines: All Lines

10 of 10

Station KLAS-TV LAS VEGAS
Advertiser () HELLER, DEAN
Product HELLER/SENATE/REP
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SERVICES
3299 K STRETT NW, SUITE 200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/03/2012 - 10/09/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*67	W-TH	4A-459A	4A NEWS	:30	\$25.00	10/03-10/04	1	1	1	\$25.00	
		Sales Remark: V3 ADD TO SKED										
		V3 Added										

---REPORT TOTALS---

Report Totals: 113 / \$92,605.00

---SALES MONTHLY TOTALS---

Oct 12: 113 / \$92,605.00

Sales Totals: 113 / \$92,605.00

Station Totals: 113 / \$92,605.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$308,683	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null
Demos RA35+